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Assignment: Discussion Questions—Marketing, Operations, Financing, Human Resources

By: All A+ Essays



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Module Overview: This module examines three core business disciplines that each has some unique features when extended into an international setting. The three disciplines are marketing, operations, and human resource management. The case study in this module provides a good illustration for how





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marketing, operations, and human resource issues can differ across countries. It examines the efforts by Toy's R US to enter the Japanese toy market, a market dominated by small retailers and distributors relying upon close relationships. Module Readings and Assignment: Complete the following





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readings early in the module: •Module online lectures •From the textbook, International business: The challenges of globalization, 8th, please read the following: ◦Developing and marketing products ◦Managing international operations ◦Hiring and managing employees
Assignment: Discussion





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Questions—Marketing, Operations, Financing, Human ResourcesMarketing, operations, and human resource management are core areas of business. An international setting provides unique challenges in each of these areas. Research the topic using your textbook, Argosy University online library resources,





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differences) ○Assessing the promotional strategies ○Developing distribution methods ○Assessing pricing strategies •Next, consider operational issues in the U.S. market and analyze the complexities of one of these following issues: ○Production strategies ○Accessing physical resources and managing





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inventory ○ Maintaining quality ○ Financing the operations • From the perspective of a small company venturing into international operations for the first time, discuss what you feel are the three most difficult issues that must be overcome in recruiting, selecting, and training workers. Explain how





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each difficulty might be overcome. By Friday July 20, 2018 submit your assignment to the appropriate Discussion Area. Write your initial response in 300–500 words. turned-in on time, Grading criteria followed All assignment qualifications addressed correctly, Grading Criteria followed, Include





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Question followed by the answer Reference Page Included
Cover page Included, Paragraphs Indented, Running-head included, main heading should be centered; all new paragraphs should be indented; paper should be right ragged, not right justified; references, should always go on a standalone





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ten to fifteen percent being the maximum, Please make sure your APA formatting of citations. I have provided the APA resource cite for you.

<https://owl.english.purdue.edu/owl/resource/560/01>, Please work on using literature within the span of the last 5 years, keep in mind there should not





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be any one, two, or three sentence paragraphs. Your response should be thorough and address all components of the discussion question in detail, include citations of all sources, where needed, according to the APA Style, and demonstrate accurate spelling, grammar, and punctuation. Do the following





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when responding: •Read your answers. •Provide substantive comments by ◦contributing new, relevant information from course readings, Web sites, or other sources; ◦building on the remarks or questions; or ◦sharing practical examples of key concepts from your professional or personal experiences





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- Respond to feedback on your posting and provide feedback to ideas.
- Make sure your writing
 - is clear, concise, and organized;
 - demonstrates ethical scholarship in accurate representation and attribution of sources; and
 - displays accurate spelling, grammar, and punctuation.

Grading Criteria:





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